RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

MAY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMOTION #800266

Dear Paul:

Winston .70¢ Off 2-Packs Special Offer Tear Tape product product has been ordered (see quantities listed below), as well as 1560 SKUs of Displays (item #541085) to McLane NE to pack and ship this promotion to your participating retail accounts.

PRODUCT PO #ER 3177-01; DISPLAYS PO #ER 3176-01

#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
104	*Winston FF Box*	12300-25252
104	*Winston Light Box*	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: May 4, 1998**

Displays (Item #541085)

SKU CUBE: **1.7500**

SKU WT (w/o Product): **3.7500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

$ Amount: **$58,448.25**

PARTNERS 'BONUS' REPORTING DESCRIPTION 'WIN MAY .70/2 PK'

51851 7122

Source: https://www.industrydocuments.ucsf.edu/docs/ynpn0000

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $2,912.00 **(104 (12M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/ynpn0000

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STATE STAMPING

McLANE-NORTHEAST
#375878

WINSTON .70¢ OFF 2-PK PURCHASE

NUMBER OF CARTONS TO STAMP BY STATE
PRE-SLEEVED B2G1F PRODUCT

WINSTON .70¢ (6M)	CT	DE	MA	MD	NH	NJ	NY	OH	Cuyahoga	PA	RI	VT
FF BOX	90	4	162	4	18	102	1188	70	70	1362	32	6
LT BOX	90	4	162	4	18	102	1188	70	70	1362	32	6

3/26/98
STAMPING.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/ynpn0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

MAY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMOTION #800266

RETAIL DISTRIBUTION DATE: 5/4/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	COMBINED AREA	PA	RI	VT
A-PLUS/ SUNOCO	307	See List	384		2	35			2	9	102			230	4	
BP OIL	44	See List	85											85		
BRADFORD OIL	5	1	5						2							3
COASTAL MART	36	See List	63							9				54		
COOKS CONVENIENT	6	See List	9								9					
COUNTRY FAIR	69	See List	275								8	32		235		
CONV EXPRESS	5	See List	11								11					
EXPRESS MART	41	See List	61								61					
HESS MART	55	See List	106							5	91			10		
HESS STATION	150	See List	177	1		3				25	108			35	5	
J MART	8	1	8								8					
KRAUSZERS	12	See List	33	33												
MANLEYS	11	See List	13								13					
MOBIL / ON THE RUN	80	See List	102	10		37			3		45				7	
QUICKWAY	29	See List	33								33					
7/11 - HANDEE MART	24	See List	66									3	35	28		
SUGAR CREEK	73	1	73								73					
SUNRISE FOODS	16	See List	17								17					
INDEPENDENTS & SMALL CHAINS	31	See List	33	1		6	2		2	3	15			4		
TOTALS	1002		1554	45	2	81	2	0	9	51	594	35	35	681	16	3

(MC-ST266.XLS)3/26/98 51851 7125

(McLANE NO LONGER SHIPS TO DU/ KY/ OH("Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

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